

Customer statistical information pack



Total Reach*

686,858

Total Engagement**

141,552



* Total Reach – combined reach of all products where your content appeared. ** Total Engagement across all products where your content has appeared (digital editions, website and email newsletters)



Total Edition Reach*

248,181

Total Edition Engagement**

140,397

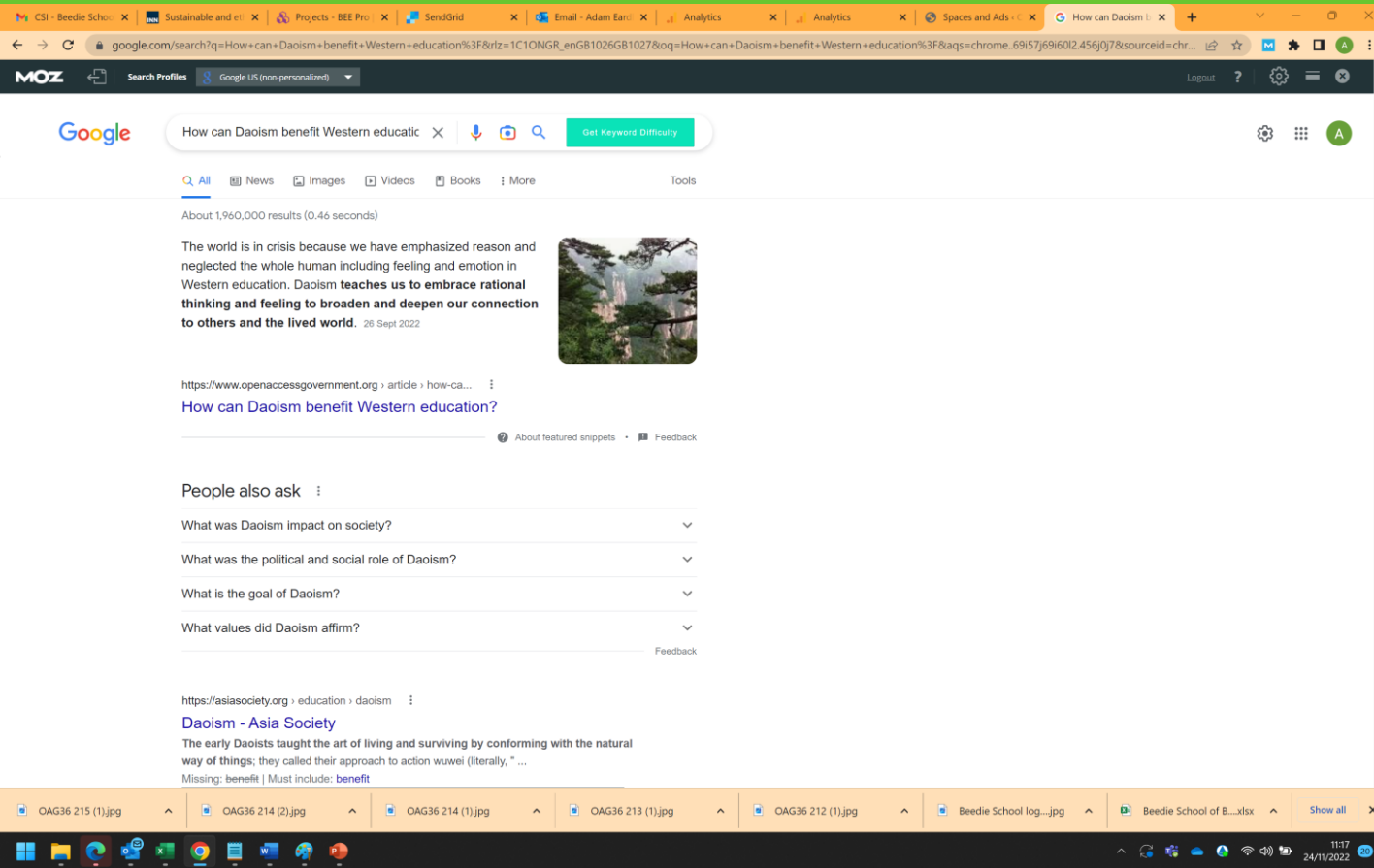
How can Daoism benefit Western education?

Email Opens
34,514

Edition Engagement
105,883

Clients Pageviews
10,390

* Total Reach is the distribution for this edition of the publication – does not include organic website visits. ** Total Engagement of the publication content (email opens, PageSuite and HTML pageviews)



Page Authority ⁱ	Domain Authority ⁱ	Linking Domains ⁱ	Inbound Links ⁱ	Ranking Keywords ⁱ
40	61	9	17	3
		Discovered in the last 60 days 7 Lost in last 60 days 1		

Google Search results and backlink profile. Page 1 rank 1 and featured snippet for 'How can Daoism benefit Western education'

DIGITAL CONTENT

Banners on Research and education space

From Nov to present

Reach*
438,677

Engagement**
1,155

* Reach is the audience for the pages where you banner appeared.

** Engagement is the number of clicks your banner has received

* Total Reach is the distribution for this edition of the publication. ** Total Engagement of the publication content (email opens, PageSuite and HTML pageviews)